

8 NUTRITION MYTH-BUSTING STRATEGIES FOR WORKPLACE WELL-BEING



Do your employees, coworkers, and friends think they eat healthy?

A lot of people do — and they're often mistaken. Packaged foods and recipes promoted as healthy or organic tend to cause the health halo effect — where people believe they can eat unlimited quantities: *It's good for me.*

Help your population cut through the clutter and make better choices by shining a light on scientifically sound, practical nutrition advice they can use to feel their best every day.



1 Create short myth-busting quizzes as education tools and to get snapshots of the most prevalent myths afloat in your population. Hold a drawing for participants and give away a few farmers' market gift cards.



2 **TRUE OR FALSE:** Snack bars labeled "organic" are highly nutritious. Use polls to serve a triple purpose: engaging participants to tune in next week for the answer, educating, and informing future well-being initiatives.



3 Carve out a section of website real estate for rotating examples of misleading marketing claims. Ask employees to submit their own examples to encourage independent detective work.



4 Partner with cafeteria/break room staff to create promotional displays showing healthy portion sizes.



5 Stage a contest where workers try serving up a correct serving size.



6 Emphasize the importance of honoring hunger vs. fullness signals, no matter what is on the plate.



7 Launch a year-round marketing campaign for produce.



8 Bring in local registered dietitian nutritionists (RDNs) for lunch 'n learns featuring an often misunderstood topic, with time for questions and answers.



In celebration of National Nutrition Month, we'll send you a free copy of the nutrition-themed March/April issue of the *Well-Being Practitioner* journal; [just send us an email](#) with Free WBP in the subject line.